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**What is claimed is:**

1. A service provider operation center for providing wireless services in a proximity comprising:  
5 a proximity management server including a scheduler coupled to service definitions and location definitions for deriving a schedule of availability of services in dependence upon at least one of user, device, location and time.
- 10 2. A service provider operation center as claimed in claim 1 wherein the schedule comprises a service matrix.
- 15 3. A service provider operation center as claimed in claim 2 wherein herein the service matrix includes service type.
- 20 4. A service provider operation center as claimed in claim 2 wherein herein the service matrix includes location.
- 25 5. A service provider operation center as claimed in claim 2 wherein herein the service matrix includes time.
6. A service provider operation center as claimed in claim 2 wherein herein the service matrix includes user group.

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7. A service provider operation center as claimed in claim 1 wherein the scheduler includes a policy application block for modifying the available services in dependence upon a set of predetermined policies.

5 8. A service provider operation center as claimed in claim 7 wherein the policy application block includes database lookup to determine policy.

9. A service provider operation center as claimed in claim 8 wherein the database lookup is for a user.

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10. A service provider operation center as claimed in claim 8 wherein the database lookup is for a device.

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11. A service provider operation center as claimed in claim 1 comprising a network access interface coupled to an aggregation device.

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12. A service provider operation center as claimed in claim 11 wherein the aggregation device includes ports for connection to at least one of a service provider gateway, a proximity owner network gateway and an internet access.

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13. A method of providing services in wireless network comprising the steps:  
for a specific location, for a given device determining device specific  
parameters and service availability;  
deriving a list of services for the device; and  
proving the list of services to the device.

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14. A method as claimed in claim 13 wherein the step of providing the list of services to the device includes the step of applying policy with respect to the services to generate a list of permissible services.

5 15. A method as claimed in claim 14 wherein the step of applying policy includes the set of looking up in a database.

10 16. A method as claimed in claim 15 wherein the step of looking up in a database includes looking up for a specific user.

15 17. A method as claimed in claim 16 wherein the step of looking up in a database includes looking up for a specific device.

18. Apparatus for providing services in wireless network comprising:  
means for determining device specific parameters and service availability for a specific location and for a given device, and  
20 means for deriving a list of services for the device, and proving the list of services to the device.

25 19. Apparatus as claimed in claim 18 wherein means for providing the list of services to the device includes means for applying policy with respect to the services and the device to generate a list of permissible services.